

ATTACHMENT A

UNIGUIDE STANDARDS MANUAL

ATTACHMENTS

A1 – VOLUME I – PARK AND FACILITY ID

A2 – VOLUME II – MOTORIST GUIDANCE

A3 – VOLUME III – VISITOR INFORMATION

A4 – ADDENDUM 1 – STANDARD SIGN CATALOG

DATED JUNE 1, 2002

**COPIES OF THE MANUAL CAN BE OBTAINED AT
THE FOLLOWING INTERNET ADDRESS:**

<http://www.nps.gov/hfc/acquisition/uniguide.htm>

ATTACHMENT B

**NATIONAL PARK SERVICE
DIRECTOR'S ORDER 52C PARK SIGNS
DATED SEPTEMBER 29, 2003**

**THIS DIRECTOR'S ORDER IS AVAILABLE VIA
THE INTERNET AT:**

<http://www.nps.gov/policy/DOrders/52Cfinal.pdf>

6 PAGES

ATTACHMENT C

HARPERS FERRY CENTER EDITORIAL STYLE GUIDE DATED MARCH 2003

**THIS EDITORIAL STYLE GUIDE IS AVAILABLE
VIA THE INTERNET AT:**

<http://www.nps.gov/hfc/pdf/nps-style-guide.pdf>

ATTACHMENT D

POSITION QUALIFICATIONS

1. **SENIOR ENVIRONMENTAL GRAPHIC DESIGNER**

The duties of this position involve managing all of the contractor's design activities relating to the **Service-wide** Sign Management Program. This includes overseeing and coordinating the work of environmental graphic designers, cartographers, illustrators, and pre production specialists (working in-house or under subcontract) involved in the design and preparation of sign content and production materials.

A person qualified for this position must have an ability to communicate information effectively through the use of visual materials, a knowledge of the principles of art and design, and the ability to apply these principles to the field of visual communication. As a *senior* designer, the person must also have an ability to communicate well verbally and in writing, an ability to set schedules and manage the progress of multiple projects, and the ability to supervise and inspire others. The Senior Environmental Graphic Designer must gain a thorough knowledge of the UniGuide Sign Standards and how to apply them to specific NPS sign projects.

2. **ENVIRONMENTAL GRAPHIC DESIGNER**

The duties of this position involve the layout and design of signs consistent with the UniGuide **Sign** Standards. This includes coordinating the work of illustrators, cartographers, and sign production specialists. The duties may also involve the design of printed materials or other media necessary to the planning and design of NPS signs or to the promulgation of the UniGuide **Sign** Standards.

A person qualified for this position must have an ability to communicate information effectively through the use of visual materials, a knowledge of the principles of graphic and environmental graphic design including form, scale, color, and typography, and the ability to apply these principles in the field of visual communication, especially signs. The person must gain a thorough knowledge of the UniGuide Sign Standards and the NPS graphic identity standards.

3. **SENIOR SIGN PLANNER**

The duties of this position involve overseeing all of the contractor's planning activities relating to the **Service-wide** Sign Management Program. This includes supervising the work of sign planners, and working with designers, cartographers, and illustrators in the process of planning and designing signs. The Senior Sign Planner's work may be as broad as a sign inventory or plan, or as detailed as the content of a specific sign.

A person qualified for this position must have an ability to develop specific communication goals for groups of signs or individual signs and to assemble narrative and illustrative sign content. As a *senior* planner, the person must also have an ability to communicate well verbally and in writing, an ability to set schedules and manage the progress of multiple projects, and the ability to supervise and inspire others. They must gain a clear understanding of the mission of the National Park Service, the management needs of specific parks, and the nature and habits of park visitors.

4. **SIGN PLANNER**

The duties of this position involve the development of park sign inventories, sign plans, and content layouts for specific signs.

A person qualified for this position must have an ability to analyze a park's communication needs and to develop signs that address them effectively. To do this, they must possess an ability to observe, to communicate verbally and in writing, and to manage and document large amounts of complex data. They must gain a clear understanding of the mission of the National Park Service, the management needs of specific parks, and the nature and habits of park visitors.

5. **LANDSCAPE ARCHITECT**

The duties of this position involve assisting in the development of park sign inventories and plans, the design and placement of specific signs, and the design of plantings and "hardscape" amenities surrounding various signs, especially major park or facility identification signs.

A person qualified for this position must have a complete understanding of the principals of landscape design and related technologies, materials, and procedures, especially as they apply to national park environments. They must gain knowledge of the history of park landscapes and built environments, the nature and habits of park visitors, and the UniGuide Sign Standards.

6. **WRITER-EDITOR**

The duties of this position involve the writing, editing, and copy proofing of a range of sign messages, from simple vehicular or pedestrian signs to more complex signs relating to visitor safety, resource protection, park facilities and activities, and regulations. Writing of newsletters and other communications that promote or explain the **Service-wide** Sign Management Program will also be included.

A person qualified for this position must have a well developed ability to write clearly and succinctly, and in a way that compels park visitors to understand and embrace the messages that are being conveyed. The person must develop an understanding of the mission of the NPS, a knowledge of the various subjects and issues that the agency is involved in, and an appreciation of the people who visit national parks. The person must also have a thorough knowledge of the regulations included in the Federal Highway MUTCD that relate to sign text messages.

7. **CARTOGRAPHER**

The duties of this position involve the design and preparation of maps that appear on signs to direct visitors around parks, principally as pedestrians. The duties also include researching and assembling the resource materials needed to create such maps.

A person qualified for this position must have a thorough understanding of the principals of cartography, including map compilation, design, and production. They must gain an understanding of the NPS Cartographic Standards and the nature and habits of park visitors.

8. **ILLUSTRATOR**

The duties of this position involve the creation of artwork to accompany and reinforce narrative messages that appear on Visitor Information Signs intended to convey information about park activities and facilities, resource protection, safety, regulations, and interpretation.

A person qualified for this position must have an ability to render the simple "pen- and-ink" style drawings depicted in the UniGuide Sign Standards. This requires artistic ability, and the ability to draw freehand using common art media including drawing pens or scratchboard. The person must gain an understanding of the artistic style and purpose of the drawings depicted in the UniGuide Sign Standards.

9. **PACKER**

The duties of this position involve the packaging and shipment of UniGuide signs and sign components.

A person qualified for this position must have knowledge of a wide range of accepted packing containers, protective devices, cushioning materials, and packaging related methods and techniques.

ATTACHMENT E

NATIONAL PARK SERVICE SIGN INVENTORY

1. **Total Number of Signs in the National Park System**

There are **388** units within the National Park System. There is not an inventory of signs for the entire system of parks; in fact, it is difficult to obtain reliable counts for numbers of signs in individual parks. A number of methods were employed to estimate the number of signs in the National Park System. The gross estimates for numbers of signs in the National Park Service range between 100,000 and 800,000 signs.

For the purposes of this Request for Information, there are estimated to be 150,000 signs within the **388 units** managed by the National Park Service. For the purposes of this Request for **Proposal**, it is estimated that approximately 21,200 signs are replaced each year within the National Park System.

Three estimation methods for total number of signs are presented below:

ESTIMATE 1

Fact:

UNICOR (Federal Prison Industries) is a mandatory source for road guide signs in the National Park Service. The UNICOR program manager reported that in 2003, the National Park Service ordered 36,219 signs from UNICOR. He further stated that this was a typical volume of orders for a one-year period.

Information:

In an informal survey of facility managers of a representative sample of parks (small, medium and large), it was determined that 40% of the signs in those parks are obtained through UNICOR.

Assumption:

Average life span of a sign is seven years.

- 36,000 signs from UNICOR in one year \times 7 years = 252,000 signs from UNICOR in inventory
- 252,000 is 40% of total number of signs
- $$\frac{252,000}{\text{total number of signs}} = \frac{40\% \text{ of signs}}{100 \% \text{ of signs}}$$
- Total number of signs = $\frac{252,000}{40} = 630,000$ signs in National Park Service

ESTIMATE 2

Facts:

Shenandoah National Park has an accurate inventory of signs in the front-country of the park. (Front-country is a term used to denote developed areas accessible by paved roads.) There are 1,700 signs in the front-country of Shenandoah National Park.

Shenandoah National Park has an annual operating budget of about \$10 million. The average annual park operating budget (as derived from the National Park Service annual budget request – National Park Service Green Book) is \$2.5 million.

Assumption:

The staffing, operations, and facilities within national parks can be estimated by comparing the size of annual operating budgets for parks. Since the Shenandoah National Park budget is 4 times larger than the average park budget, the average park will have $\frac{1}{4}$ the number of signs as Shenandoah National Park.

- $1,700 \div 4 = 425$ signs in average size park
- $425 \text{ signs in average park} \times 388 \text{ parks in National Park Service} = 164,900 \text{ signs in National Park Service}$

ESTIMATE 3

Facts:

Shenandoah National Park has an accurate inventory of signs in the front-country of the park. (Front-country is a term used to denote developed areas accessible by paved roads.) There are 1,700 signs in the front-country of Shenandoah National Park.

The primary artery for vehicular traffic in the front-country of Shenandoah National Park is the 105-mile long Skyline Drive.

There are 8,000 miles of roads in the National Park Service.

Assumption:

The number of signs along Skyline Drive in Shenandoah National Park is typical of the number of signs per mile along roadways in other parks.

- $1,700 \text{ signs} \div 100 \text{ miles of roadway} = 17 \text{ signs per mile of roadway}$
- $17 \text{ signs per mile} \times 8,000 \text{ miles of roads in National Park Service} = 136,000 \text{ signs in National Park Service}$

2. **Numbers of Signs by Sign Type**

Under the UniGuide sign system, signs are divided into three general types – 1) Visitor Information System, 2) Motorist Guidance and Traffic Regulatory, and 3) Park and Facility Identification.

Estimates for the numbers of signs by type are as follows:

Visitor Information System (VIS)

These signs comprise approximately 74% of the National Park Service sign inventory.

- $150,000 \times .73 = 109,500$ VIS signs

Motorist Guidance and Traffic Regulatory

These signs comprise approximately 22% of the National Park Service sign inventory.

- $150,000 \times .22 = 33,000$ motorist guidance/traffic regulatory signs

Park and Facility Identification

These signs comprise approximately 4% of the National Park Service sign inventory.

- $150,000 \times .04 = 6,000$ park/facility identification signs

3. **Numbers of Signs to be Fabricated each Year by Sign Type**

Assumptions:

The average life span of a sign is seven years; therefore, $1/7^{\text{th}}$ of the sign inventory will be replaced each year on average. The following totals have been rounded.

Visitor Information System

- $109,500 \text{ signs} \div 7 \text{ years} = 15,600$ VIS signs per year

Motorist Guidance and Traffic Regulatory

- $33,000 \div 7 \text{ years} = 4,700$ motorist guidance/traffic regulatory signs per year

Park and Facility Identification

- $6,000 \div 7 \text{ years} = 850$ park/facility identification signs per year

4. Current and Pending UniGuide Sign Program Projects

It is not possible to determine precisely how many signs will be ordered through the Service-wide Sign Management Program once a source for planning, design, and fabrication has been selected. Predictions based on past or current practices are not possible because:

1. Few parks keep accurate inventories of current signs;
2. Parks acquire signs from a variety of sources including multiple local or regional sign vendors, and do not provide purchase reports to a central authority; and
3. The primary single sources for NPS signs (UNICOR) does not keep clear records of past orders.

Future sign needs are also not possible to determine because the principal budgeting system (PMIS) does not require a sufficient level of detail to make the necessary projections. PMIS data does include reference to signage, but it is often concealed within a much larger project like visitor center or road construction. Future planning is also complicated by the annual budget cycle of the federal agencies including the NPS.

Perhaps the best indicator of future sign planning and fabrication requirements are the requests for assistance that the Office of NPS Identity has -- and continues weekly -- to receive. Although far from being a perfect indicator, these requests do provide some evidence of the type and -- to some degree-- the volume of work that lies ahead.

Below are a list of sign projects that have been completed during the last several years, that are currently underway, or that await attention. Some of the projects include only a few signs. Others (as noted by *) represent projects that involve large areas within a park or an entire park. In some cases, planning and fabrication has already been accomplished; in others, planning (or planning and design) has been accomplished and fabrication is holding pending the establishment of a fabrication contract and/or the identification on funding.

Again, these projects are a good indication of the *variety of projects* that the Service-wide Sign Management Program will address. The projects listed here are a less reliable indicator of the *number of projects* that the program will include. Readers must keep in mind that because the Service-wide Sign Management Program has yet to be officially launched, parks are not submitting requests for assistance at nearly the rate that is eventually expected.

PARK	STATUS
*Yosemite National Park	Planning completed for much of Yosemite Valley
*Grand Canyon National Park	Planning completed for much of South Rim
*Chesapeake and Ohio Canal National Historical Park	Planning completed for eastern end of Canal
*Mount Rushmore National Monument	Parkwide signs planned, designed, and installed
*Fire Island National Seashore	Planning completed for much of park
*Boston Harbor Islands National Recreation Area	Variety of signs installed
Adams National Historical Park	Variety of signs installed
Palo Alto Battlefield National Historic Site	Entrance signs installed
George Washington Birthplace National Monument	Entrance and highway guide signs installed
Niobrara National Scenic Riverway	Planning for much of park completed
*Jewel Cave National Monument	Variety of entrance and other signs installed
Shiloh National Military Park	Planning and design of a variety of signs is completed
Fort Stanwix National Monument	Planning and design of a variety of signs is completed
Chickasaw National Recreation Area	Expression of Interest
*Craters of the Moon National Monument	Planning of a variety of signs is completed
*Grand Canyon Parashant	Planning of a variety of signs is completed
Voyageurs National Park	Road guide signs planned
Lake Clark National Park	Planning and design of a variety of signs is completed
Brown v. Board of Education National Historic Site	Entrance sign installed
Albright Training Center	ID signs planned and designed
Mississippi National River and Recreation Area	Planning and design of a variety of signs is completed
*Santa Monica Mountains National Recreation Area	Parkwide sign planning assistance requested
Perry's Victory and International Peace Memorial	Entrance and Park ID signs installed
Vanderbilt Mansion National Historic Site	Planning and design of a variety of entrance and ID signs is completed

PARK	STATUS
Death Valley National Park	Planning and design of a major campground is completed
Valley Forge National Historical Park	Planning and design of seven entrance signs is completed
Harpers Ferry National Historical Park	Expression of Interest
New Bedford Whaling National Historical Park	Expression of Interest
Weir Farm National Historic Site	Expression of Interest
Gateway National Recreation Area	Expression of Interest
Timucuan Ecological and Historic Preserve	Expression of Interest
Rocky Mountain National Park	Expression of Interest
Cuyahoga Valley National Park	Expression of Interest
San Francisco Maritime National Historical Park	Expression of Interest
Knife River Indian Villages National Historic Site	Expression of Interest
San Juan Island National Historical Park	Parkwide sign planning assistance requested
Morristown National Historical Park	Road guide signs planned
Wolf Trap Farm Park for the Performing Arts	Three entrance signs installed

ATTACHMENT F

ENVIRONMENTAL POLICIES, REGULATIONS, AND RESOURCES

1. Executive Order 13101, Greening the Government Through Waste Prevention, Recycling, and Federal Acquisition, September 14, 1998.
Available at Internet Address: <http://www.ofee.gov>

Executive Order 13101, Greening the Government Through Waste Prevention, Recycling, and Federal Acquisition, issued on September 14, 1998, requires Federal agencies to incorporate waste prevention and recycling in the agency's daily operations and work to increase and expand markets for recovered materials through greater Federal government preference and demand for such products. In developing work plans, work statements and specifications, agencies must consider the "elimination of virgin material requirements, use of biobased products, use of recovered materials, reuse of product, lifecycle cost, recyclability, use of environmentally preferable products, waste prevention (including toxicity reduction) and ultimate disposal."

2. **The Resource Conservation and Recovery Act of 1976 (RCRA), Section 6002 (Federal Procurement).**
Available at Internet Address: <http://www.esr.pdx.edu/pub/ESR622/rcra.html>

The Resource Conservation and Recovery Act of 1976 (RCRA), Section 6002 (Federal Procurement) establishes the Federal buy-recycled or affirmative procurement program. Congress directs Federal agencies to promote recycling by increasing their purchase of products containing recovered materials to the maximum extent possible. RCRA requires EPA to designate products that can be made with recovered materials and to recommend practices for buying these products. Affirmative procurement programs (APP) must have these elements: a preference program, a promotion program, procedures for vendor estimation, certification, and verification, and an annual review and monitoring program.

3. **Comprehensive Procurement Guideline for Products Containing Recovered Materials (CPG), Code of Federal Regulations (CFR) Part 40 Section 247**
Available at Internet Address: <http://www.epa.gov/opptintr/epp>

Comprehensive Procurement Guideline for Products Containing Recovered Materials (CPG), 40 CFR 247 as required by RCRA and reinforced by Executive Order 13101 establish procurement requirements for EPA-designated products.

Agencies must ensure that 100% of their purchases of products meet or exceed EPA guidelines unless written justification states that a product is not available within a reasonable timeframe, does not meet performance standards, or is an unreasonable price. EPA also recommends the percent of recycled and recovered content in the Recovered Materials Advisory Notice (RMAN). EPA has determined that the CPG does not preclude the purchase of products with attributes other than recovered contents. Designated EPA items are listed in the table provided in this EnviroCheck Sheet.

4. Comprehensive Procurement Guidelines.
Available at Internet Address:
<http://www.epa.gov/epaoswer/non-hw/procure/index.htm>

Comprehensive Procurement Guidelines (CPG) is a key component of the government's "buy-recycled" program. Buying recycled helps "close the recycling loop" by putting the materials we collect through recycling programs back to good use as products in the marketplace.

5. The Federal Procurement Regulation (FAR) 40 CFR 1, Part 23, dated August 22, 1997
Federal Acquisition Regulation available at Internet Address:
<http://www.arnet.gov>

The Federal Procurement Regulation (FAR) 40 CFR 1, Part 23, dated August 22, 1997, directs Federal agencies to incorporate policies for the acquisition of environmentally preferable and energy-efficient products and services to the maximum practical and consider environmental objectives in every purchasing decision.

Applicable FAR Regulations and Clauses include:

Regulations:

- Part 23.4 “Use of Recovered Materials”
- Part 23.7 “Contracting for Environmentally Preferable and Energy-Efficient Products and Services”
- Part 23.8 “Ozone-Depleting Substances”

Clauses:

- **52.223-4 Recovered Material Certification**
- **52.223-5 Pollution Prevention and Right-to-Know Information**
- **52.223-9 Certification of Percentage of Recovered Material Content for EPA Designated Items Used in Performance of the Contract.**
- **52.223-10 Waste Reduction Program**
- **52.223-11 Ozone Depleting Substances**
- **52.223-14 Toxic Chemical Release Reporting**

6. Executive Order 12969, Toxic Chemical Release Reporting, dated August 8, 1995.
Available at Internet Address:
<http://ceq.eh.doe.gov/nepa/regs/eos/eo12969.html>

Executive Order 12969, Toxic Chemical Release Reporting, dated August 8, 1995, provides the public, industry, and Federal, State, and local governments with a basic tool for making risk-based decisions about management and control of toxic chemicals, that can have significant adverse effects on human health and the environment. Toxic Release Inventory (TR) data allow the public, industry, and government to gauge the progress of industry and government efforts to reduce toxic chemical wastes.

7. Executive Order 13148, Greening the Government through Leadership in Environmental Management, dated April 26, 2000
Available at Internet Address:
<http://ceq.eh.doe.gov/nepa/regs/eos/eo13148.html>

Executive Order 13148, Greening the Government through Leadership in Environmental Management, dated April 26, 2000, provides that the head of each Federal agency is responsible for ensuring that all necessary actions are taken to integrate environmental accountability into agency day-to-day decision making and long-term planning processes, across all agency missions, activities, and functions. Consequently, environmental management considerations must be a fundamental and integral component of Federal Government policies, operations, planning, and management. The head of each Federal agency is responsible for meeting the goals and requirements of this order.

ATTACHMENT G

**NATIONAL PARK SERVICE
DIRECTOR'S ORDER 70
INTERNET AND INTRANET PUBLISHING
DATED JANUARY 8, 2001**

**THIS DIRECTOR'S ORDER IS AVAILABLE VIA
THE INTERNET AT:**

<http://www.nps.gov/policy/DOrders/DOrder70.htm>

12 PAGES

ATTACHMENT H

ELECTRONIC AND INFORMATION TECHNOLOGY ACCESSIBILITY STANDARDS SECTION 1194.22, WEB BASED INTRANET AND INTERNET INFORMATION AND APPLICATION DATED DECEMBER 21, 2000

**THESE STANDARDS ARE AVAILABLE VIA THE
INTERNET AT:**

<http://www.access-board.gov/sec508/508standards.htm>

59 PAGES

ATTACHMENT I

LISTING OF CURRENT SPECIALIZED INDEFINITE DELIVERY INDEFINITE QUANTITY TYPE CONTRACTS AT HARPERS FERRY CENTER

**THESE CONTRACTS ARE AVAILABLE VIA THE
INTERNET AT:**

<http://www.nps.gov/hfc/acquisition/contracts.htm>

ATTACHMENT J
QUALITY ASSURANCE SURVEILLANCE PLAN

1. **PROGRAM MANAGEMENT AND QUALITY CONTROL – 40 POINTS**

A. **Performance Indicator:**

- (1) **Excellent Performance:** The **Program** Manager is always available to the Contracting Officer and COTR, and is knowledgeable in all aspects of the **Service-wide** Sign Management Program. Calls from the Contracting Officer and COTR are responded to immediately. **Program** Manager attends all meetings. Key Personnel are dedicated, always available, and knowledgeable in specific areas of the program. The Environmental Performance Coordinator is extremely knowledgeable in the area pertaining to enhancing the environmental preferability of the signs and environmental compliance of the facilities used in the materials and manufacturing of sign and sign components. The operations manual of the Contractor's policies and procedures is exceptional and well documented. The manual includes work functions in a checklist format and provides a milestone for completion and status. The **Program** Manager ensures that work is always performed in accordance with established schedules and budgets. Communications by the **Program** Manager and Key Personnel are proactive, frequent, clear, and effective in keeping the NPS informed about all aspects of its projects. All procedures and product quality are constantly monitored and exceptionally well documented. The **Program** Manager and Key Personnel frequently anticipates problems, and deals with them with exceptional promptness and in an efficient manner. Through the **Program** Manager's superior management and delivery of superior services and products, the UniGuide program is recognized as a model public communications system within the industry and government.
- (2) **Satisfactory Performance:** The **Program** Manager is available to the Contracting Officer and COTR, and is knowledgeable in most aspects of the **Service-wide** Sign Management Program. Calls from the Contracting Officer and COTR are responded to within 24 hours. **Program** Manager sometimes attends all meetings. Key Personnel are dedicated, available, and knowledgeable in most areas of the program. The Environmental Performance Coordinator is knowledgeable in the area pertaining to enhancing the environmental preferability of the signs and environmental compliance of the facilities used in the materials and manufacturing of sign and sign components. The operations manual of the Contractor's policies and procedures is provided and annually updated. The manual includes work functions in a checklist format and provides a milestone for completion and status.

PROGRAM MANAGEMENT AND QUALITY CONTROL

(Continued)

The **Program** Manager ensures that work is generally performed in accordance with established schedules and budgets. The NPS is kept informed about the program by the **Program** Manager and Key Personnel in a timely, clear and effective manner. All procedures and product quality are monitored and documented. The **Program** Manager and Key Personnel often anticipates problems, and deals with them with promptly.

- (3) **Unsatisfactory Performance:** The **Program** Manager is not available to the Contracting Officer and COTR, and is not knowledgeable in most aspects of the **Service-wide** Sign Management Program. Calls from the Contracting Officer and COTR are not responded to. **Program** Manager does not attend all meetings. Key Personnel are not dedicated, available, or knowledgeable in most areas of the program. The Environmental Performance Coordinator is not knowledgeable in the area pertaining to enhancing the environmental preferability of the signs and environmental compliance of the facilities used in the materials and manufacturing of sign and sign components. The operations manual of the Contractor's policies and procedures is not provided and annually updated. The manual doe not include work functions in a checklist format and provides a milestone for completion and status. The **Program** Manager does not ensure that work is performed in accordance with established schedules and budgets. The NPS is not kept informed about the program by the **Program** Manager and Key Personnel. Procedures and product quality are not properly monitored or documented. The **Program** Manager and Key Personnel rarely anticipates problems, and consistently fails to deal with them appropriately.

- B. **Primary Method of Surveillance:** 100% complete, ongoing, customer complaints
- C. **Level of Surveillance:** A minimum of twice per month and whenever complaints are received from customers.

D. **Evaluation Procedures:** Evaluation of the Contractor's performance under **Program Management and Quality Control** will be based on the following:

	PROGRAM MANAGEMENT AND QUALITY CONTROL – 40 POINTS	Method	U	S	E	Score	Rate	Total
1.	Overall management of the contract by the Program Manager (i.e. assuring that work is performed in accordance with established schedules and budget; information about all aspects of the project are communicated effectively; and proactive review of program to offset problem areas).	Ongoing Completion					1.43	
2.	Availability of Program Manager	Ongoing					1.43	
3.	Knowledge of program by Program Manager	Ongoing					1.43	
4.	Availability of Key Personnel	Ongoing					1.43	
5.	Knowledge of specific aspects of the program by Key Personnel (i.e. assuring that work is performed in accordance the UniGuide Standards; information about all aspects of the project are communicated effectively; and proactive review of projects to offset problem areas)	Ongoing Completion					1.43	
6.	Knowledge of environmental issues by the Environmental Performance Coordinator (i.e. ensuring that products are used and that facilities are in compliance)	Ongoing Completion					1.43	
7.	Effectiveness of the operations manual	Ongoing Completion					1.42	
	Total score							

U – Unsatisfactory, S – Satisfactory, E – Excellent

Comments:

2. **MANUFACTURING – 40 POINTS**

A. **Performance Indicator:**

- (1) **Excellent Performance:** All signs and sign components are manufactured in accordance with the UniGuide **Sign Standards**. All signs manufactured conform to these specifications in every detail. All signs are made from materials of excellent quality. All signs manufactured evidence superior workmanship. All signs sent to parks are packaged, marked, and shipped. Standard signs and associated sign hardware are up to date and readily available to be shipped within **10** calendar days or earlier from receipt of order. Exceptionally prompt shipment procedures are in place for shipment of these sign types to parks and other locations. Manufacturing and storage facilities are in compliance with federal and state and local environmental requirements. The Contractor is proactive in recommending improvements to manufacturing and delivery procedures.
- (2) **Satisfactory Performance:** All signs and sign components are generally manufactured in accordance with the UniGuide **Sign Standards**. Signs manufactured conform to these specifications. All signs are made from good quality materials. Signs are made from good quality materials. Signs manufactured display good workmanship. Signs sent to parks are packaged, marked, and shipped. All signs sent to parks are packaged, marked, and shipped in accordance with NPS requirements. Standard signs and associated sign hardware are up-to-date and available to be shipped within **10** calendar days from receipt of order.
- (3) **Unsatisfactory Performance:** Contractor shows a recurrent and obvious lack of understanding of **UniGuide Sign Standards**. Signs made by the Contractor do not conform to NPS requirements, are made from inferior materials, and evidence poor workmanship. Packaging, marking, and shipping of signs to parks is not provided. Standard signs and associated sign hardware are not up to date nor available to be shipped within **10** calendar days from receipt of order resulting in lengthy delays of shipment to parks.

B. **Primary Method of Surveillance:** 100% complete, ongoing, sampling and customer complaints

C. **Level of Surveillance:** A minimum of four times each month the evaluators will review completed Task Orders; randomly pull 3 to 50 actions during the performance period; and whenever complaints are received from customers.

D. **Evaluation Procedures:** Evaluation of the Contractor's performance under Manufacturing will be based on the following:

	MANUFACTURING – 40 POINTS	Method	U	S	E	Score	Rate	Total
1.	All sign and sign components are produced in accordance with the UniGuide Sign Standards	Ongoing, Completion Sampling					1.43	
2.	Quality of materials is up-to-standard	Ongoing					1.43	
3.	Quality of workmanship	Ongoing Completion Sampling					1.43	
4.	Completed signs are packaged correctly	Ongoing Completion Sampling					1.43	
5.	Manufacturing and storage facilities are in compliance with federal and state and local environmental requirements	Ongoing Completion					1.43	
6.	Standard Sign Catalog of signs are up-to-date and available for shipment within 10 calendar days	Ongoing Completion Sampling					1.43	
7.	Enhancements to the manufacturing or delivery process are effective and efficient	Ongoing					1.42	
	Total score							

U – Unsatisfactory, S – Satisfactory, E – Excellent

Comments:

3. **PLANNING AND DESIGN – 40 POINTS**

A. **Performance Indicator:**

- (1) **Excellent Performance:** The Contractor has demonstrated superior **knowledge, skills and abilities** in the area sign planning and design. All senior staff is knowledgeable and conversant with the UniGuide **Sign** Standards. Written plans, drawings, and related specifications describing the purpose, content, fabrication, and placement of UniGuide **Signs** in parks and other locations are prepared and delivered in a complete and timely manner. Comprehensive park sign plans have been prepared that include documentation of existing sign inventories, concept design drawings, production drawings, and written specifications. A well-designed and effective computer system for managing sign plans and production files has been developed.
- (2) **Satisfactory Performance:** The Contractor has demonstrated sufficient **knowledge, skills and abilities** in providing sign planning and design. All senior staff is knowledgeable with the UniGuide **Sign** Standards. Written plans, drawings, and related specifications describing the purpose, content, fabrication, and placement of UniGuide **Signs** in parks and other locations are prepared and delivered. Park sign plans that include documentation of existing sign inventories and associated drawings have been prepared. A computer system for managing sign plans and fabrication files has been developed.
- (3) **Unsatisfactory Performance:** The Contractor has consistently failed to provide planning and design services. Sign plans have not been prepared or have been of such poor quality that they do not aid in managing park sign plans. The planning and design capabilities of the Contractor consistently receive complaints.

B. **Primary Method of Surveillance:** 100% complete, ongoing, random sampling and customer complaints

C. **Level of Surveillance:** A minimum of two times each month the evaluators will review completed Task Orders; randomly pull 3 **to 50** actions during the performance period; and whenever complaints are received from customers.

D. **Evaluation Procedures:** Evaluation of the Contractor's performance under Planning and Design will be based on the following:

	PLANNING AND DESIGN - 40 POINTS	Method	U	S	E	Score	Rate	Total
1.	Planning and design knowledge, skills and abilities are provided	Ongoing, Completion Sampling					2.00	
2.	Senior staff are knowledgeable about the UniGuide Sign Standards	Ongoing					2.00	
3.	Documents (i.e. written plans, drawings, and related specifications describing the purpose, content, fabrication and placement of the signs in the park) are prepared and delivered	Ongoing Completion Sampling					2.00	
4.	Park sign plans are complete (i.e. include documentation of existing sign inventories and associated drawings)	Ongoing Completion Sampling					2.00	
5.	Management of the sign plans (including production files) is efficient	Ongoing Completion Sampling					2.00	
	Total score							

U – Unsatisfactory, S – Satisfactory, E – Excellent

Comments:

4. CUSTOMER SUPPORT – 40 POINTS

A. Primary Indicator:

- (1) **Excellent Performance:** The Contractor has a competent, knowledgeable, and dedicated staff that is fully conversant with UniGuide **Sign Standards**. The staff is always available to respond to inquiries regarding the application of standards, planning and design, manufacture and delivery, and installation of signs in a knowledgeable, professional and courteous manner. All information provided is current, accurate and complete. An extensive, fully functional, and reliable system for the indefinite storage of digital computer files needed for fabrication of signs is developed and maintained. A well-organized and well-documented communications system is utilized that maintains a record of contacts with NPS field personnel, maintains inventory control, performs trouble shooting, and follows up with post-delivery communications. An attractive, user-friendly informational website is kept up-to-date and is highly utilized. A state-of-the-art online ordering system is operational and is easy for users to operate. Orders for sign components or services are processed accurately, and in an efficient and timely manner. Procedures for returns, exchanges, and special handling requirements are fully implemented and maintained and posted to the website. All defined reports are always prepared on time, transmitted electronically and are easily accessed by authorized users. **Installation guidance to parks is clearly explained and readily available.**
- (2) **Satisfactory Performance:** The Contractor has a knowledgeable and dedicated staff that is conversant with UniGuide **Sign Standards**. The staff is generally responds to inquiries regarding the application of standards, planning and design, manufacture and delivery, and installation of signs in a knowledgeable, professional and courteous manner. All information provided is usually current, accurate and complete. An adequate system for the indefinite storage of digital computer files needed for fabrication of signs is developed and maintained. A communications system is utilized that maintains a record of contacts with NPS field personnel, maintains inventory control, performs trouble shooting, and follows up with post-delivery communications. An informational website is kept up-to-date. An online ordering system is operational. Orders for sign components or services are processed in a timely manner. **Installation guidance to parks is available.**

Procedures for returns, exchanges, and special handling requirements are implemented and maintained and posted to the website. All defined reports are prepared and transmitted electronically.

Customer Support (Continued)

- (3) **Unsatisfactory Performance:** The Contractor does not have a knowledgeable and dedicated staff that is conversant with UniGuide **Sign Standards**. The staff does not respond to inquiries regarding the application of standards, planning and design, manufacture and delivery, and installation of signs in a knowledgeable, professional and courteous manner. All information provided is not current, accurate and complete. An adequate system for the indefinite storage of digital computer files needed for fabrication of signs is not developed and maintained. A communications system is not utilized that maintains a record of contacts with NPS field personnel, maintains inventory control, performs trouble shooting, and follows up with post-delivery communications. An informational website is not kept up-to-date. An online ordering system is not operational. Orders for sign components or services are not processed in a timely manner. Procedures for returns, exchanges, and special handling requirements are not implemented and maintained and posted to the website. All defined reports are not prepared or transmitted electronically. **Installation guidance to parks is not available or inadequate.**
- B. **Primary Method of Surveillance:** 100% complete, ongoing, and customer complaints
- C. **Level of Surveillance:** A minimum of two times each month the reviewers will randomly contact parks to assess this area; surveys conducted on a monthly basis to determine if the website is accessible and functional; and whenever complaints are received from customers.

D. **Evaluation Procedures:** Evaluation of the Contractor's performance under Customer Service will be based on the following:

	CUSTOMER SUPPORT - 40 POINTS	Method	U	S	E	Score	Rate	Total
1.	Staff are knowledgeable about UniGuide Sign Standards	Ongoing					1.25	
2.	Availability of staff to respond to inquiries (in a professional and courteous manner)	Ongoing					1.25	
3.	Quality of information provided	Ongoing Completion					1.25	
4.	Communication system is efficient (i.e. maintains a record of NPS contacts, performs trouble shooting, and performs post-delivery follow-up)	Ongoing Completion					1.25	
5.	Website is accessible and functional	Ongoing Completion					1.25	
6.	Return and exchange procedures are implemented and maintained	Ongoing Completion					1.25	
7.	Reports are prepared and transmitted in a timely manner	Ongoing Completion					1.25	
8.	Installation Guidance is regularly available	Ongoing Completion Sampling					1.25	
	Total score							

U – Unsatisfactory, S – Satisfactory, E – Excellent

Comments:

5. **PROGRAM ADVANCEMENT – 40 PONTS**

A. **Primary Indicator:**

- (1) **Excellent Performance:** The Contractor demonstrates a genuine commitment to the consistent and successful use of UniGuide standards throughout the National Park System. The Contractor actively participates in developing and conducting training sessions, workshops, and conferences for park professionals that further the use of UniGuide standards. A plan and process to ensure continuous improvement of products and services is established and maintained. On-going research to improve sign designs and components, manufacturing processes, and related technologies are conducted. Recommendations are made on the use of environmentally preferable materials, manufacturing processes, materials, packaging, shipping, and related technologies. Innovation and improvement are the norm for operating the many processes within the system. Marketing accomplishments of the program are shown through the increase in the number of orders received for each sign category, the number of signs shipped for each sign category, and the value of all signs shipped during each quarter of the contract.
- (2) **Satisfactory Performance:** The Contractor practices a consistent use of UniGuide standards in projects throughout the National Park System. The Contractor attends training sessions and conferences for park professionals that further the use of UniGuide standards. The Contractor has made improvements on products and services. The Contractor is familiar with industry research on sign components, manufacturing processes, and related technologies including recommendations on the use of environmentally preferable materials. Marketing accomplishments of the program are shown through slight increase in the number of orders received for each sign category, the number of signs shipped for each sign category, and the value of all signs shipped during each quarter of the contract.

Program Advancement (Continued)

- (3) **Unsatisfactory Performance:** The Contractor does not demonstrate any commitment to a consistent and successful use of UniGuide standards throughout the National Park System. The Contractor does not actively participate in developing and conducting training sessions and conferences for park professionals that further the use of UniGuide standards. A plan and process to ensure continuous improvement of products and services is not established. The Contractor does not conduct on-going research to improve sign components, manufacturing processes. Recommendations are not made on the use of environmentally preferable materials, manufacturing processes, materials, packaging, shipping, and related technologies. Marketing accomplishments are not available. Orders for signs, number of sign shipped and the value of all signs shipped are significantly low.
- B. **Primary Method of Surveillance:** 100% complete, ongoing, and customer complaints
- C. **Level of Surveillance:** A minimum of twice per month the reviewers will randomly contact parks to assess this area; and whenever complaints are received from customers.

D. **Evaluation Procedures:** Evaluation of the Contractor's performance under Manufacturing will be based on the following:

	PROGRAM ADVANCEMENT - 40 POINTS	Method	U	S	E	Score	Rate	Total
1.	Teleconferences and conferences are efficient and effective	Ongoing, Completion					1.67	
2.	Continuous improvement to products and services is ongoing	Ongoing Completion					1.67	
3.	Research in all areas is ongoing	Ongoing Completion					1.67	
4.	Environmental concerns are considered and recommended	Ongoing Completion					1.67	
5.	Marketing of the program is ongoing and effective	Ongoing Completion					1.67	
6.	Other noteworthy innovative areas	Ongoing					1.65	
	Total score							

U – Unsatisfactory, S – Satisfactory, E – Excellent

Comments:

ATTACHMENT K

CONSUMER PRICE INDEX

**THIS INDEX IS AVAILABLE VIA THE INTERNET
AT:**

<http://www.bls.gov>

and

<http://www.bls.gov/cpi/home.htm>

Directions:

- Go to internet address: **<http://www.bls.gov>**
- Go to the upper left hand corner and click on “Consumer Price Index”
- Scroll down to “Get Detailed CPI Statistics” and select “Consumer Price Index – All Urban Consumers (Current Series)”
- Scroll down and select “U.S. Other Goods and Services, 1982-84=100 – CUUR0000SAG” and then scroll down and click on “Retrieve Data”
- In the upper right hand corner of the table, click on “More Formatting Options”
- Specify the “Year Range,” “Time Period,” and select “12 Months Percent Change”
- Scroll down and click on “Retrieve Data”

ATTACHMENT L

PRODUCER PRICE INDEX

**THIS INDEX IS AVAILABLE VIA THE INTERNET
AT:**

<http://www.bls.gov>

and

<http://www.bls.gov/ppi/home.htm>

Directions:

- Go to internet address: <http://www.bls.gov>
- Go to the upper left hand corner and click on “Producer Price Indexes”
- Scroll down to “Get Detailed PPI Statistics” and “Create Customized Tables (one screen)” and select “Industry Data”
- At 1, Select an Industry, add 333999, “All other miscellaneous general purpose machinery mfg” and then click on “Find”
- At 2, go through the list and select “All other miscellaneous general purpose machinery mfg” and click on “Get Data” in 3.
- In the upper right hand corner of the table, click on “More Formatting Options”
- Specify the “Year Range,” “Time Period,” and select “12 Months Percent Change”
- Scroll down and click on “Retrieve Data”

ATTACHMENT M

CARTOGRAPHIC STANDARDS

**PLANNING DATED MAY 24, 2004
WORKSHEET DATED JANUARY 2003
STANDARDS DATED OCTOBER 2001**

**THESE CARTOGRAPHIC STANDARDS ARE
AVAILABLE VIA THE INTERNET AT**

<http://www.nps.gov/hfc/products/waysides/way-prepare-maps.htm#>

ATTACHMENT N

**FHWA MANUAL ON UNIFORM TRAFFIC
CONTROL DEVICES (MUTCD)
DATED NOVEMBER 2003**

**THIS MANUAL IS AVAILABLE VIA THE
INTERNET AT:**

<http://mutcd.fhwa.dot.gov>

ATTACHMENT O

GRAPHICS STANDARDS 6 PAGES



Black-and-white artwork



www.graphics.nps.gov



New guidelines and tools

Templates now available online at: www.graphics.nps.gov

The new program of NPS Graphic Guidelines builds on NPS traditions, including the Unigrid design standards for brochures, books, and wayside exhibits produced by the Harpers Ferry Center. The Unigrid program is considered one of the most significant and recognizable examples of public-sector graphic design in recent years. The new NPS Graphic Guidelines, which apply to all NPS communication materials, have been designed to complement the Unigrid standards, and feature more frequent use of the NPS Arrowhead logo.

To help you implement the new standards at your park or in your program, samples and templates have been developed for the array of products you commonly produce. The first generation of these prototypes is available online and on CD-ROM. Included are items such as business cards, fax cover sheets, newspapers and newsletters, and report formats. Samples are available in PDF (portable document format); templates are provided for PC and Macintosh platforms. More items will continue to be added to the website, along with updates on policy and applications.

The new NPS Graphic Guidelines introduce two primary typefaces for all NPS media.

The elegant but sturdy NPS Rawlinson was designed specifically for the National Park Service. A full range of styles makes Rawlinson suitable for an array of applications, from signs and exhibits to publications and maps.

Frutiger replaces the Helvetica currently used in many NPS media. Its open character forms enhance legibility on signs and maps and easily complement the new NPS Rawlinson.

NPS Rawlinson
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

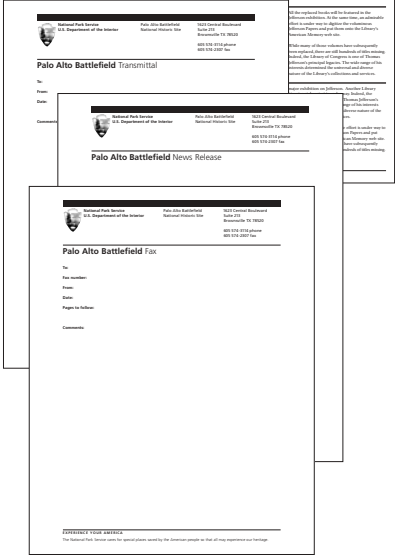
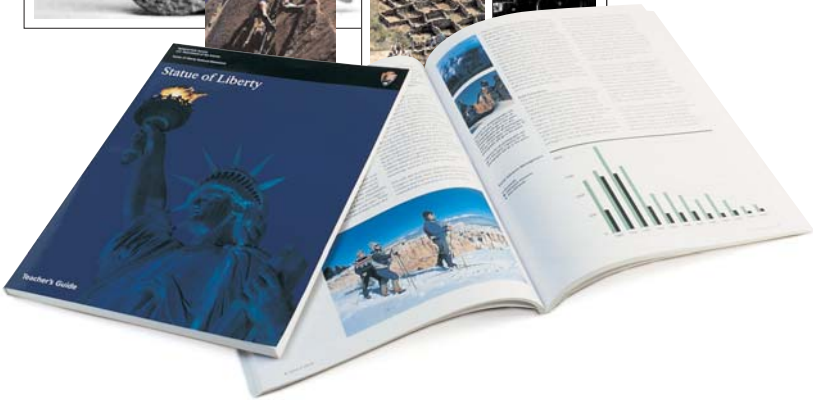
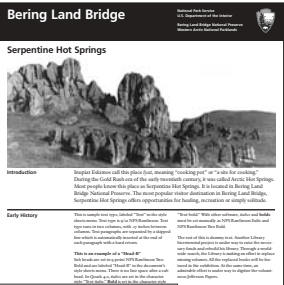
Frutiger
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789



Official NPS business cards are available through the NPS Graphic Identity Program website.



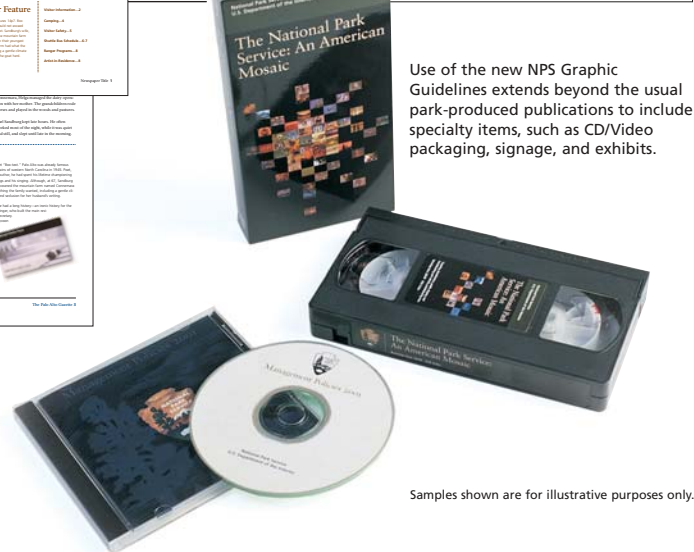
Samples and templates for reports, brochures, and booklets have been developed in the most frequently used formats. Templates for site bulletins and office forms are also available.



Formats have been developed for park newspapers and newsletters in desktop and tabloid sizes, for black-and-white and full-color reproduction. Easy-to-use templates have been created in common publishing programs for PC and Macintosh platforms. Use of the new NPS Graphic Guidelines extends to specialty items, such as CD/Video packaging.



Use of the new NPS Graphic Guidelines extends beyond the usual park-produced publications to include specialty items, such as CD/Video packaging, signage, and exhibits.



Samples shown are for illustrative purposes only.

The NPS Arrowhead artwork has been revised, and a more detailed version has been developed for display applications and high-resolution reproduction.



How to use the Arrowhead and other graphic elements

To get the National Park Service identity right for your audience, you need to orchestrate three elements: the Arrowhead, the black band, and the type that identifies our agency, the department, and your park or program. This flyer helps you succeed in making all three elements work together to build strong public recognition.

Fifty years of use fixed the Arrowhead in the public mind as our symbol. The full-color flyer *Graphic identity built on tradition* tells you how to use the recently revised Arrowhead artwork successfully.

Over twenty years of use made the Unigrid publication program's black band say "National Park Service" to the public. This flyer helps you to use the black band and its variant black bar to assure strong identity.

Consistent use of the the third element—typography—puts the full NPS signature on your product. Only the consistent and proper use of all three elements gives your product and park or program clearly recognizable NPS identity.

How to use the type with the Arrowhead

You will often use the Arrowhead with type that lists the agency and department and your park or program and its partners.

- always set such type in Frutiger Bold, upper and lower case, flush left and ragged right, i.e. not justified.

- place such type right or left of the Arrowhead. If those positions don't work, it can be put below the Arrowhead.

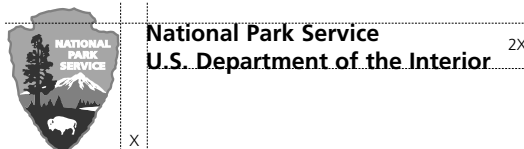
- never center such type.

How the black band and its variations work

Think of the black band as part of the identity that also holds the other graphic elements together.

- the type may be located away from the Arrowhead, depending on the product and how the black band, bar, or rule is used.

- do not center the type.



The motto

The motto should be set in Frutiger Bold, all caps, with wide letter spacing. It can be used alone, or it may be centered in one or three lines below the Arrowhead. It should never appear next to the Arrowhead when typographic elements of the identity are present.



Incorrect use of the Arrowhead artwork

Do not alter the Arrowhead artwork in any way.
Some prohibited variations are shown below.



Don't alter the type elements

The typographic elements were carefully designed as a part of the master artwork. Do not alter them in any way. Do not reset the type in another type face. Do not place the type elements outside the Arrowhead. Do not replace the type with any other full or abbreviated text.



Do not
reset the type



Do not
place the type outside



NATIONAL
PARK
SERVICE



Do not
replace the type

Don't alter the visual elements

Exact consistency in the form of the artwork is important. Do not alter the overall shape of the Arrowhead. Do not alter the art by adding additional elements. Do not change or remove any of the elements in the Arrowhead.



Do not
alter the contour



Do not
add elements



Do not
change elements



Do not
remove elements

Don't alter the digital file formats

Reproduction quality of the mark can be severely diminished if you alter the file formats. Do not convert color files into grayscale formats. Do not convert grayscale files into B&W formats. Always use the original files. Do not photocopy or scan from copies of the original artwork.



Do not
convert color files into grayscale file or grayscale files into B&W



Do not
photocopy or scan the artwork. Use original digital files.



Don't apply special effects

Avoid the temptation to alter the digital artwork by applying the various special effects filters of photo-editing software. For example, do not add drop shadows, emboss, texturize, recolor, or apply gradations to the artwork.



Do not
add drop shadows



Do not
emboss the artwork



Do not
texturize the artwork



Do not
recolor the artwork

Don't reverse, distort, or mis-align

Use the artwork as intended. Do not alter or add an additional outline. Do not reverse the digital files or distort the proportions of the artwork. Use only the proper horizontal and vertical alignment of the Arrowhead.



Do not
alter the outline



Do not
reverse the artwork



Do not
distort the artwork



Do not
mis-align the artwork



How to use the new standard NPS typefaces

Typography is fundamental to graphic design standards. Using consistent typefaces ensures that the public will readily recognize National Park Service products. The Unigrid publication system introduced in the 1970s provides a solid foundation for extending consistent typographic standards to other NPS products.

The new NPS graphic design standards introduce two typefaces for all NPS graphics: the serif face, NPS Rawlinson, and a complementary sans-serif face, Frutiger. NPS Rawlinson was designed specifically for the National Park Service. Its full range of weights, italics, and

condensed versions makes it suitable for applications ranging from signs and exhibits to publications and maps.

New NPS sign standards feature NPS Roadway, a variation of NPS Rawlinson optimized for reading at a distance.

Frutiger replaces the type family (Helvetica) previously used in many NPS applications. Its open letter forms make it more readable on signs and maps. Its clean, modern forms complement NPS Rawlinson.

Using NPS Rawlinson

- Use NPS Rawlinson for titles and subtitles. Its custom qualities are well-suited to NPS products and enhance the NPS graphic design standards.
- Use NPS Rawlinson for lengthy text settings. Serif typefaces are generally easier to read in long bodies of text.
- Do not use Rawlinson for identity-related titles such as park names or agency and departmental identification. Identity-related typography should be set in Frutiger Bold.
- Do not use Rawlinson at very small sizes in complicated applications such as maps and diagram labels.

Selected versions of the NPS Rawlinson typeface:

NPS Rawlinson

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 0123456789

NPS Rawlinson Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 0123456789

Using Frutiger

- Frutiger should be used for all identity-related information such as park names and agency and departmental titles, especially when used in the black band.
- Frutiger should be used for short typographic elements, such as captions and sidebars. It may be used in longer text settings, but careful consideration should be given to ensure legibility.
- Frutiger should be used when very small sizes are required in complicated applications such as maps and diagram labels.

Selected versions of the Frutiger typeface:

Frutiger Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Frutiger Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Some basic guidelines to typesetting

Text line style

Flush left, ragged right text settings are recommended for most all NPS materials. With a flush left, ragged right setting, normal word spacing is ensured.

Type that is set flush left distributes excess space at the end of the lines, resulting in an irregular pattern that enhances ease in reading. Type set justified, centered, or flush right may be more difficult to read.

Type that is set flush left distributes excess space at the end of the lines, resulting in an irregular pattern that enhances ease in reading. Type set justified, centered, or flush right may be more difficult to read.

Upper and lower case

Avoid the use of all capital letters. All-capital text settings may slow reading speed by as much as 13 percent and take up to 30 percent more space.

We read words by their shapes
The shapes of all-capital settings provide fewer shape clues than upper- and lower-case settings.

WE READ WORDS BY THEIR SHAPES.
THE SHAPES OF ALL-CAPITAL SETTINGS PROVIDE FEWER SHAPE CLUES THAN UPPER- AND LOWER-CASE SETTINGS.

Leading

Leading is the amount of space between lines of type. Adding space between lines helps to improve legibility of smaller text sizes and longer line lengths. Typically 2 points of leading is appropriate for most text settings.

Even smaller text settings can be made more legible by adding the proper amount of space between the lines of type. Longer lines of type also require more space to make them easier to read.

Even smaller text settings can be made more legible by adding the proper amount of space between the lines of type. Longer lines of type also require more space to make them easier to read. Tightly set lines tire the eyes and are more confusing to the reader.

Line length

Text lines that are too long inhibit readability. The total number of letters and spaces per line should be between 40 and 70. Lines that are too long often cause the same line to be read twice.

Long lines of type can be difficult to read, especially when the lines are very close together. Short column width, increased leading, and flush left alignment can all help to improve the legibility of the text. Long lines of type can be difficult to read, especially when the lines are very close together. Short column width, increased leading, and flush left alignment can all help to improve the legibility of the text.

Bolds and italics

Bolds and italics should be used only to provide emphasis. Lengthy amounts of text in either style reduce legibility.

The use of bold type in lengthy text settings should be avoided. Bold text takes up more room and often creates legibility problems. Limited use of bold text is an effective means of providing emphasis.

The use of italic type in lengthy text settings should be avoided. Italic text takes up less room than regular text, but often creates legibility problems. Overuse of italics defeats its purpose.

Paragraphs

For certain texts (brochures, bulletins, websites, etc.) paragraphs may be distinguished by skipping one line. For others (books and other lengthy texts) indentations are more appropriate.

For most typographic settings, a complete line return can be used to separate paragraphs.

This uses more space, but results in more clear alignment and organization.

Paragraph indentation should be used in long text settings to clearly indicate the beginning of a new paragraph.
The amount of indentation usually equals the height of the type size. 8 pt. type is indented 8 pts., for example

Contrast

Anything that reduces contrast reduces legibility. Text over a tint or color background will decrease legibility and should be used with discretion. Lengthy amounts of text reversed out of a black background can cause eye strain.

Use care when setting lengthy amounts of text over colored or tinted backgrounds. Generally, anything that reduces contrast reduces legibility. Also, body copy reversed out of black or a strong color may cause annoying visual “noise” that reduces legibility.

Use care when setting lengthy amounts of text over colored or tinted backgrounds. Generally, anything that reduces contrast reduces legibility. Also, body copy reversed out of black or a strong color may cause annoying visual “noise” that reduces legibility.

10%

20%

35%

60%

ATTACHMENT P

ACCESSIBILITY GUIDELINES

INTERNET ADDRESS:

www.access-board.gov/indexes/accessindex.htm

ATTACHMENT Q

**NATIONAL PARK SERVICE
CONTRACTING OFFICER'S TECHNICAL
INSTRUCTION (COTI) 1443.37-01
ON-SITE CONTRACTORS, COOPERATORS
AND PARTNERS
DATED OCTOBER 7, 2003**

**THIS COTI IS AVAILABLE VIA THE INTERNET
AT:**

http://wcp.den.nps.gov/COTIs/1443_37_01.htm

5 PAGES

ATTACHMENT R

PAST PERFORMANCE QUESTIONNAIRE

For use in Solicitation Number **N1105050001**, **Service-wide** Sign Management Program.

I. CONTRACT IDENTIFICATION

1. Contractor: _____
2. Client: _____
3. Contract Number: _____
4. Project Title: _____
5. **Applicable Contractor Function:**
Manufacturing _____ **Program Advancement** _____
Customer Support _____ **Planning and Design** _____
6. Completion **Date**, or Stage of Completion, if still in progress:

7. Cost: Original _____ Final _____
8. **Contract Type:** _____
9. General description of products and/or services provided: _____

10. Name, address, telephone number, fax number, and e-mail address of Contractor's primary contact:

II. EVALUATOR IDENTIFICATION

Provide the organizational name, address, telephone number, and e-mail address in addition to the evaluator's name, title, signature, and date of evaluation.

Name: _____

Title: _____

Organization: _____

Address: _____

Telephone Number: _____

E-mail Address: _____

Signature and Date: _____

III. PERFORMANCE EVALUATION

Please answer each question to the best of your ability. **Do not enter N/A on any question.** The answers you provide may be shown to the Contractor, but your identity will remain confidential.

1. MANUFACTURING

A. **Did the Contractor understand and respect your design specifications?**

Always () 4

Usually () 3

Sometimes () 2

Rarely () 1

Comments: _____

B. **How would you rate the firm's workmanship?**

Excellent () 4

Good () 3

Fair () 2

Poor () 1

Comments: _____

C. **Did the Contractor exhibit an understanding and commitment to its responsibilities relating to the environment and comply with all federal, state and local environmental laws and regulations?**

Always () 4

Usually () 3

Sometimes () 2

Rarely () 1

Comments: _____

D. **How effective was the Contractor with on-time delivery and packaging, and delivering signs.**

Extremely Effective () 4

Generally Effective () 3

Generally Ineffective () 2

Extremely Ineffective () 1

Comments: _____

IV. **SUMMARY**

If you had a choice, would you do business with this firm again?

Definitely, without reservations () 4

Probably, with few reservations () 3

Probably not () 2

Definitely not () 1

Use this section to provide additional information not included above or to explain negative responses.

II. EVALUATOR IDENTIFICATION

Provide the organizational name, address, telephone number, and e-mail address in addition to the evaluator's name, title, signature, and date of evaluation.

Name: _____

Title: _____

Organization: _____

Address: _____

Telephone Number: _____

E-mail Address: _____

Signature and Date: _____

III. PERFORMANCE EVALUATION

Please answer each question to the best of your ability. **Do not enter N/A on any question.** The answers you provide may be shown to the Contractor, but your identity will remain confidential.

2. PLANNING AND DESIGN

- A. To what extent did the firm adhere to any standards or other stated requirements relating to the design and content of your signs?

Fully () 4

Mostly () 3

Partially () 2

Not at all () 1

Comments: _____

B. How **effective** were the sign production drawings and written specifications that the firm prepared for you?

Extremely Effective () 4

Generally Effective () 3

Generally Ineffective () 2

Extremely Ineffective () 1

Comments: _____

C. Was the work completed in a timely manner?

Always () 4

Usually () 3

Sometimes () 2

Rarely () 1

Comments: _____

IV. **SUMMARY**

If you had a choice, would you do business with this firm again?

Definitely, without reservations () 4

Probably, with few reservations () 3

Probably not () 2

Definitely not () 1

Use this section to provide additional information not included above or to explain negative responses.

II. EVALUATOR IDENTIFICATION

Provide the organizational name, address, telephone number, and e-mail address in addition to the evaluator's name, title, signature, and date of evaluation.

Name: _____

Title: _____

Organization: _____

Address: _____

Telephone Number: _____

E-mail Address: _____

Signature and Date: _____

III. PERFORMANCE EVALUATION

Please answer each question to the best of your ability. **Do not enter N/A on any question.** The answers you provide may be shown to the Contractor, but your identity will remain confidential.

3. CUSTOMER SUPPORT

A. How efficient were the Contractor's procedures for placing and tracking orders for signs?

Extremely Effective () 4

Generally Effective () 3

Generally Ineffective () 2

Extremely Ineffective () 1

Comments: _____

B. **Did the Contractor have an effective website for placing orders?**

Excellent () 4

Good () 3

Fair () 2

Poor () 1

Comments: _____

C. To what extent did the firm otherwise meet your expectations regarding your relationship with them? Were they easy to work with, flexible and responsive in accommodating program adjustments, reasonable, cooperative, and did they display businesslike concerns for your interests?

Often **Met** () 4

Sometimes **Met** () 3

Sometimes Did Not Meet () 2

Often Did Not Meet () 1

Comments: _____

D. To what extent did the **Contractor** resolve problems encountered in the manufacture and delivery of your signs?

Always () 4

Usually () 3

Sometimes () 2

Rarely () 1

Comments: _____

E. How effective was the firm in furnishing data and reports that met your informational needs?

Extremely Effective () 4

Generally Effective () 3

Generally Ineffective () 2

Extremely Ineffective () 1

Comments: _____

IV. **SUMMARY**

If you had a choice, would you do business with this firm again?

Definitely, without reservations () 4

Probably, with few reservations () 3

Probably not () 2

Definitely not () 1

Use this section to provide additional information not included above or to explain negative responses.

II. EVALUATOR IDENTIFICATION

Provide the organizational name, address, telephone number, and e-mail address in addition to the evaluator's name, title, signature, and date of evaluation.

Name: _____

Title: _____

Organization: _____

Address: _____

Telephone Number: _____

E-mail Address: _____

Signature and Date: _____

III. PERFORMANCE EVALUATION

Please answer each question to the best of your ability. **Do not enter N/A on any question.** The answers you provide may be shown to the Contractor, but your identity will remain confidential.

4. PROGRAM ADVANCEMENT

A. **Did the Contractor assist in recommending and making improvements in the design and fabrication of signs or sign components?**

Often () 4

Occasionally () 3

Rarely () 2

Never () 1

Comments: _____

B. How effective was the **Contractor in recommending improvements in sign materials, and in manufacturing, delivery, and other procedures?**

Extremely Effective () 4

Generally Effective () 3

Generally Ineffective () 2

Extremely Ineffective () 1

Comments: _____

C. How effective was the Contractor in **communicating the value of its products and services to you and other potential clients?**

Extremely Effective () 4

Generally Effective () 3

Generally Ineffective () 2

Extremely Ineffective () 1

Comments: _____

IV. **SUMMARY**

If you had a choice, would you do business with this firm again?

Definitely, without reservations () 4

Probably, with few reservations () 3

Probably not () 2

Definitely not () 1

Use this section to provide additional information not included above or to explain negative responses.

ATTACHMENT S

ACH VENDOR/MISCELLANEOUS PAYMENT ENROLLMENT FORM

This form is used for Automated Clearing House (ACH) payments with an addendum record that contains payment-related information processed through the Vendor Express Program. Recipients of these payments should bring this information to the attention of their financial institution when presenting this form for completion.

PRIVACY ACT STATEMENT

The following information is provided to comply with the Privacy Act of 1974 (P.L. 93-579). All information collected on this form is required under the provisions of 31 U.S.C. 3322 and 31 CFR 210. This information will be used by the Treasury Department to transmit payment data, by electronic means to vendor's financial institution. Failure to provide the requested information may delay or prevent the receipt of payments through the Automated Clearing House Payment System.

AGENCY INFORMATION

FEDERAL PROGRAM AGENCY:		
AGENCY IDENTIFIER:	AGENCY LOCATION CODE (ALC):	ACH FORMAT: <input type="checkbox"/> CCD+ <input type="checkbox"/> CTX <input type="checkbox"/> CTP
ADDRESS: <div style="text-align: center; font-weight: bold; font-size: 1.2em;">NATIONAL PARK SERVICE</div>		
CONTACT PERSON NAME:		TELEPHONE NUMBER: ()
ADDITIONAL INFORMATION:		

PAYEE/COMPANY INFORMATION

NAME:	DUNS NUMBER:	SSN NUMBER OR TAXPAYER ID NUMBER:
FACTS DEPARTMENT ID (IF A GOVERNMENT AGENCY):	FACTS BUREAU ID (IF A GOVERNMENT AGENCY):	
ADDRESS (<u>INCLUDING COUNTY</u>) :		
CONTACT PERSON NAME AND TITLE:	TELEPHONE NUMBER: ()	FAX NUMBER: ()
TYPE OF BUSINESS (i.e., Small Business, Woman-Owned, 8(a), Minority, Disadvantaged, Veteran-Owned, Service Disabled Veteran, HubZone, Large Business, Nonprofit, Education Institute, or State, Federal, Local, or Tribal Government)		
EMAIL ADDRESS FOR SOLICITATION NOTIFICATION:	ARE YOU A REGISTERED VENDOR AT THE CENTRAL CONTRACTOR REGISTRATION WEBSITE - http://www.ccr.gov ?	

FINANCIAL INSTITUTION INFORMATION

NAME:	
ADDRESS:	
ACH COORDINATOR NAME:	TELEPHONE NUMBER: ()
NINE DIGIT ROUTING TRANSIT NUMBER: <div style="text-align: center;"> _ _ _ _ _ _ _ _ _ _ </div>	
DEPOSITOR ACCOUNT TITLE:	
DEPOSIT ACCOUNT NUMBER:	
TYPE OF ACCOUNT: <input type="checkbox"/> CHECKING <input type="checkbox"/> SAVINGS	
SIGNATURE AND TITLE OF AUTHORIZED OFFICIAL: (Could be the same as ACH Coordinator)	TELEPHONE NUMBER: ()

PROPOSAL SUMMARY AND DATA SHEET		RFP NUMBER:
NAME OF OFFEROR		EMPLOYER IDENTIFICATION NUMBER/SOCIAL SECURITY NUMBER
NAME OF INDIVIDUAL(S) AUTHORIZED TO NEGOTIATE	TITLE	TELEPHONE NUMBER
NAME OF INDIVIDUAL(S) AUTHORIZED TO NEGOTIATE	TITLE	TELEPHONE NUMBER
NUMBER OF EMPLOYEES CURRENTLY EMPLOYED	DOLLAR VALUE OF BUSINESS PER ANNUM	
This proposal is predicated upon all the terms and conditions of the above referenced RFP, and it is firm for _____ days from the date of this proposal for acceptance thereof by the Government (120 Days, if not otherwise specified).		
NAME AND ADDRESS OF COGNIZANT GOVERNMENT AUDIT AGENCY		COUNTY
PHONE NUMBER OF COGNIZANT AGENCY		
ACKNOWLEDGEMENT OF AMENDMENTS – THE OFFEROR ACKNOWLEDGES RECEIPT OF AMENDMENTS TO THE RFP AS FOLLOWS:		
AMENDMENT NUMBER	DATE	SIGNATURE

DISCLOSURE OF LOBBYING ACTIVITIES

Complete this form to disclose lobbying activities pursuant to 31 U.S.C. 1352
(See reverse side for public burden disclosure)

1. Type of Federal Action: <input type="checkbox"/> a. contract <input type="checkbox"/> b. grant <input type="checkbox"/> c. cooperative agreement <input type="checkbox"/> d. loan <input type="checkbox"/> e. loan guarantee <input type="checkbox"/> f. loan insurance	2. Status of Federal Actions: <input type="checkbox"/> a. bid/offer/application <input type="checkbox"/> b. initial award <input type="checkbox"/> c. post award	3. Report Type: <input type="checkbox"/> a. initial filing <input type="checkbox"/> b. material change For Material Change Only: Year _____ Quarter _____ Date of last report _____
4. Name and Address of Reporting Entity <input type="checkbox"/> Prime <input type="checkbox"/> Subawardee Tier _____, if known Congressional District, if known: _____	5. If Reporting Entity in Number 4 is Subawardee, Enter Name and Address of Prime: Congressional District, if known: _____	
6. Federal Department/Agency: _____	7. Federal Program Name/Description: CFDA Number, if applicable: _____	
8. Federal Action Number, if known: _____	9. Award Amount, if known: <div style="text-align: center;">\$ _____</div>	
10. a. Name and Address of Lobbying Entity (if individual, last name, first name, MI): <div style="text-align: center;">(attach Continuation</div>	b. Individuals Performing Services (including address if different from Number 10a) (last name, first name, MI): Sheet(s) SF-LLL-A, if necessary)	
11. Amount of Payment (check all that apply): \$ _____ <input type="checkbox"/> Actual <input type="checkbox"/> Planned	13. Type of Payment (check all that apply): <div style="display: flex; justify-content: space-between;"> <div><input type="checkbox"/> a. retainer</div> <div><input type="checkbox"/> b. one-time fee</div> </div> <div style="display: flex; justify-content: space-between; margin-top: 10px;"> <div><input type="checkbox"/> c. commission</div> <div><input type="checkbox"/> d. contingent fee</div> </div> <div style="display: flex; justify-content: space-between; margin-top: 10px;"> <div><input type="checkbox"/> e. deferred</div> <div><input type="checkbox"/> f. other; specify:</div> </div>	
12. Form of Payment (check all that apply): <div style="display: flex; justify-content: space-between;"> <div><input type="checkbox"/> a. Cash</div> <div><input type="checkbox"/> b. in-kind; specify: nature value</div> </div>		
14. Brief description of Services Performed or to be Performed and Date(s) of Service, including officer(s), employees, or member(s) contacted, for Payment indicated in Item 11: <div style="text-align: center;">(attach Continuation Sheet(s) SF-LLL-A, if necessary)</div>		
15. Continuation Sheet(s) SF-LLL-A attached: <div style="display: flex; justify-content: center; align-items: center;"> Yes <input type="checkbox"/> No <input type="checkbox"/> </div>		
16. Information requested through this form is authorized by title 31 U.S.C section 1352. This disclosure of lobbying activities is a material representation of fact upon which reliance was placed by the tier above when this transaction was made or Entered into. This disclosure is required pursuant to 31 U.S.C. 1352. This Information will be reported to the Congress semiannually and will be available for Public inspection. Any person who fails to file the required disclosure shall be Subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for such failure.		Signature: _____ Print Name: _____ Title: _____ Telephone Number: _____ Date: _____

DISCLOSURE OF LOBBYING ACTIVITIES
CONTINUATION SHEET

Reporting Entity: _____ Page _____ of _____

INSTRUCTIONS FOR COMPLETION OF SF-LLL, DISCLOSURE OF LOBBYING ACTIVITIES

This disclosure form shall be completed by the reporting entity, whether subawardee or prime Federal recipient, At the initiation or receipt of a covered Federal action, or a material change to a previous filing, pursuant to title 31 U.S.C. section 1352. The filing of a form is required for each payment or agreement to make payment to any lobbying entity for influencing or attempting to influence an officer or employee of any agency, a Member of Congress in connection with a covered Federal action. Use the SF-LLL-A Continuation Sheet for additional information if the space on the form is inadequate. Complete all items that apply for both the initial filing and material change report. Refer to the implementing guidance published by the Office of Management and Budget for additional information.

1. Identify the type of covered Federal action for which lobbying activity is and/or has been secured to influence the outcome of a covered Federal action.
2. Identify the status of the covered Federal action.
3. Identify the appropriated classification of this report. If this is a follow-up report caused by material change to the information previously reported, enter the year and quarter in which the change occurred. Enter the date of the last previously submitted report by this reporting entity for this covered Federal action.
4. Enter the full name, address, city, state and zip code of the reporting entity. Include Congressional District, if known. Check the appropriate classification of the reporting entity that designates if it is, or expects to be, a prime or subaward recipient. Identify the tier of the subawardee, e.g., the first subawardee of the prime is 1st tier. Subawards include but are not limited to subcontracts, subgrants and contract awards under grants.
5. If the organization filing the report in item 4 checks "Subawardee", then enter the full name, address, city, state and zip code of the prime Federal recipient. Include Congressional District, if known.
6. Enter the name of the Federal agency making the award or loan commitment. Include at least one organizational level below agency name, if known. For example, Department of Transportation, United States Coast Guard.
7. Enter the Federal agency program name or description for the covered Federal action (item 1). If known, enter the full Catalog of Federal Domestic Assistance (SFDA) number for grants, cooperative agreements, loans, and loan commitments.
8. Enter the most appropriate Federal identifying number available for the Federal action identified in item 1 (e.g., Request for Proposal (RFP) number; Invitation for Bid (IFB) number; grant announcement number; the contract, grant, or loan award number; the application/proposal control number assigned by the Federal agency). Include prefixes, e.g., "RFP-DE-90-001.
9. For a covered Federal action where there has been an award or loan commitment by the Federal agency, enter the Federal amount of the award/loan commitment for the prime entity identified in item 4 or 5.

- 10.(a) Enter the full name, address, city, state and zip code of the lobbying entity engaged by the reporting entity identified in item 4 to influence the covered Federal action.
- (b) Enter the full names of the individual(s) performing services, and include full address if different from 10(a). Enter Last Name, First Name, and Middle Initial (MI).
11. Enter the amount of compensation paid or reasonably expected to be paid by the reporting entity (item 4) to the lobbying entity (item 10). Indicate whether the payment has been made (actual) or will be made (planned). Check all boxes that apply. If this is a material change report, enter the cumulative amount of payment made or planned to be made.
12. Check the appropriate box(es). Check all boxes that apply. If payment is made through an in-kind contribution, specify the nature and value of the in-kind payment.
13. Check the appropriate box(es). Check all boxes that apply. If other, specify nature.
14. Provide a specific and detailed description of the services that the lobbyist has performed, or will be expected to perform, and the date(s) of any services rendered. Include all preparatory and related activity, not just time spent in actual contact with Federal officials. Identify the Federal official(s) or employee(s) contacted or the officer(s), employee(s), or Member(s) of Congress that were contacted.
15. Check whether or not a SF-LLL-A Continuation Sheet(s) is attached.
16. The certifying official shall sign and date the form, print his/her name, title, and telephone number.

Public reporting burden for this collection of information is estimated to average 30 minutes per response, including time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding the burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to the Office of Management and Budget, Paperwork Reduction Project (0348-0046), Washington D.C. 20503.

**U.S. DEPARTMENT OF THE INTERIOR
CERTIFICATION REGARDING LOBBYING**

This certification is required by Section 1352, Title 31, U.S. Code, entitled, "Limitation on use of appropriated funds to influence certain Federal contracting and financial transactions."

(BEFORE COMPLETING CERTIFICATION, READ INSTRUCTIONS)

Certification for Contracts, Grants, Loans, and Cooperative Agreements

The undersigned certifies, to the best of his or her knowledge and belief, that:

- (1) No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, and officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement.
- (2) If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions.
- (3) The undersigned shall require that the language of this certification be included in the award documents for all subawards at all tiers (including subcontracts, subgrants, and contracts under grants, loans, and cooperative agreements) and that all subrecipients shall certify accordingly.

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by Section 1352, title 31, U.S. Code. Any person who fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

Signature _____

Date _____

Instructions for Certification

1. This certification and a disclosure form should be filed by each person as required, with each submission that initiates agency consideration of such person for: (1) award of a Federal contract, grant, or cooperative agreement exceeding \$100,000; or (2) an award of a Federal loan or a commitment providing for the United States to insure or guarantee a loan exceeding \$150,000.
2. This certification and a disclosure form should be filed by each person as required, upon receipt by such person of (1) a Federal contract, grant, or cooperative agreement exceeding \$100,000; or (2) a Federal loan or a commitment providing for the United States to insure or guarantee a loan exceeding \$150,000, unless such person previously filed a certification, and a disclosure form, if required, at the time agency consideration was initiated.
3. Any person who requests or receives from a person referred to in paragraphs (1) and (2) above: (1) a subcontract exceeding \$100,000 at any tier under a Federal contract; (2) a subgrant, contract, or subcontract exceeding \$100,000 at any tier under a Federal grant; (3) a contract or subcontract exceeding \$100,000 at any tier under a Federal loan exceeding \$150,000; or, (4) a contract or subcontract exceeding \$100,000 at any tier under a Federal cooperative agreement, shall file a certification, and a disclosure form, as required, to the next tier above.
4. All disclosure forms, but not certifications, shall be forwarded from tier to tier until received by the person referred to in paragraphs (1) or (2) above. That person shall forward all disclosure forms to the appropriate Bureau/Office within the Department of the Interior.
5. Any certification or disclosure form filed under paragraph (4) above shall be treated as a material representation of fact upon which all receiving tiers shall rely. All liability arising from an erroneous representation shall be borne solely by the tier filing that representation and shall not be shared by any tier to which the erroneous representation is forwarded. Submitting an erroneous certification or disclosure constitutes a failure to file the required certification or disclosure, respectively. If a person fails to file a required certification or disclosure, the United States may pursue all available remedies, including those authorized by Section 1352, title 31, U.S. Code.